Community-Based Marketing of Wind Energy

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The Land and Water Fund of the Rockies

- Non-profit environmental organization (programs in energy, water, lands)
- Energy Project started in 1991
- Mission to make it feasible for utilities and others to invest in clean energy; policies and market development
- 6 state region CO, NM, AZ, NV, UT, WY

Unique Partnership Electricity Provider & Non-profit

- Extensive market education needed
- Grassroots organizing techniques to reach and educate a **broader set of potential customers** in all community sectors
- Environmental group involvement lends credibility to the product and marketing
- Generates significant free media
- Lower marketing costs for electricity providers, especially if pass-through costs

Green Power Program Design

- Voluntary program for consumers willing to pay more to bring wind power online sooner
- Incremental block (100kWh, ~20% avg usage)
- **Reasonable cost** (extra \$2.50/month)
- Consumers get what they pay for (PUC regulated, Accreditation standard)
- Benefits fuel cost adjustment exemption (stable electricity prices for wind customers)
- Ponnequin Technical Advisory Committee environmental impacts, avian issues

20 Colorado Electricity Suppliers Offer Green Power Programs

- **Xcel** Windsource: 17,000 residential, 400+ businesses
- Platte River Power Authority: Fort Collins, Loveland, Estes Park, Longmont
- Municipal: Colorado Springs, Aspen
- Tri-State Coops: 14 Yampa Valley,
 Gunnison Cty, San Luis Valley

How it Works: A Grassroots Campaign

- A community-based campaign organized and managed by local environmental group, in coordination with electricity provider
- Secondary partnerships with government, business, other non-profits (OEMC grant to work across the state Gunnison County, Yampa Valley)
- Public policy and private actions that produce market pull for green power
- Goal: community-wide involvement in promotion and purchase of green power

Grassroots Campaign Activities

- Grassroots activities: information tables/presentations at community events, articles in newsletters and municipal bill stuffers, "street teams" in high density business areas
- Marketing: brochure, posters and stickers for customers signing up, web site sign ups (Kinko's), media coverage
- Added value: unique gateways into community, set purchase in broad context (compelling story), can sell as an ethic like recycling "it's the right thing to do"



Business Community Leadership

- Early **Champions**: IBM, Coors, Rocky Mtn. Steel, Denver and Boulder
- Small businesses, community-building (like sponsoring Little League teams)
- Employee campaigns, incentives
- Denver's Channel 9 News "wind cam"
- Peers speak to peers New Belgium Brewery, Kinko's, Aspen Ski Co., Boulder Comm. Hospital
- 1 in 6 businesses willing to pay 2.5 cents/kWh premium for, on average, 15% of energy

This Business is Powered by Colorado Wind Energy









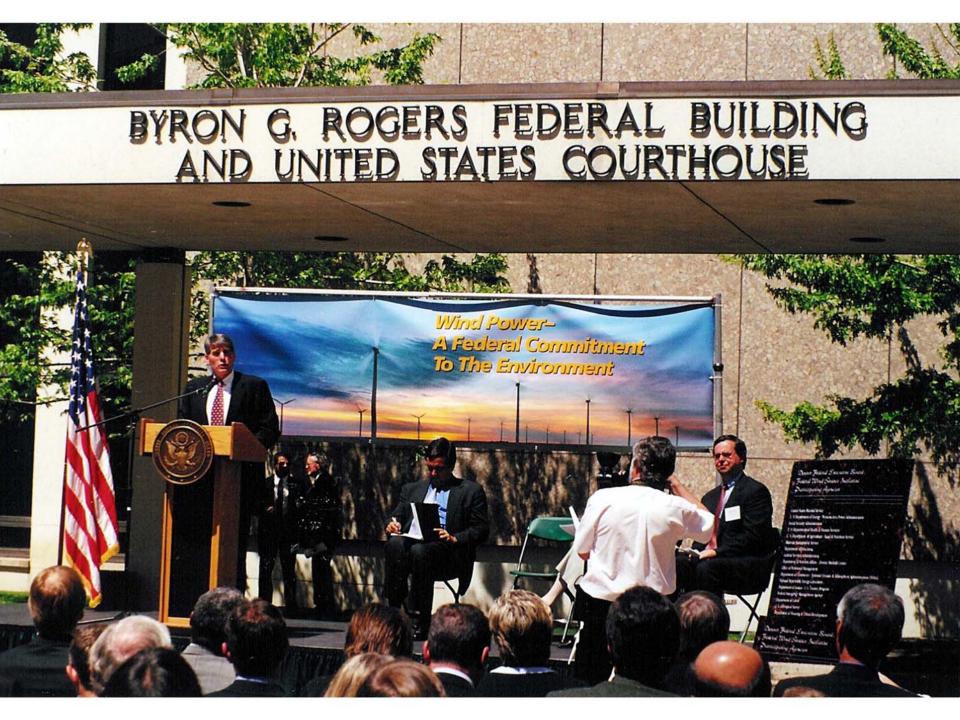


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Public Sector Leadership

- State level: Governor's Mansion, state energy office, CDPHE SEP program
- Municipalities: press conference, green power as community ethic like recycling former mayor letter to peers
- University of Colorado: student vote
- Federal level: EPA and NREL DOE
 10 MW federal aggregation





Success!

- 1997 no one knew if households and businesses would pay more, 0 MW wind online
- 2002 statewide 20,000 residential customers, 500 businesses, 60+ MW wind online now (Ponnequin, Peetz = 1% of Colorado's mix)
- 20 utilities in Colorado offer green power
- **Diverse participation** range of geographic, ideological and socio-economic settings
- Mainstreaming green power 1/3 in U.S. can choose; 225 MW installed, 115+ MW planned for green pricing programs